

Jiahui Liu

✉ liu.jiah@outlook.com ☎ +86 13718278340 🌐 <https://jiahuisophia.github.io/>

EDUCATION

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- Communication University of China** Sept. 2022 - Present
M.A. in Communication, GPA: 3.99/4.00 (Top 5%)
- Communication University of China** Sept. 2018 - June 2022
B.A. in Communication, GPA: 3.86/4.00 (Top 5%)
- Stanford University 2023 Summer Session** June 2023 - Aug. 2023
Coursework: Deception and Technology (A⁺/A⁺), Intro to Virtual Reality and Avatars (A⁺/A⁺), Digital Media and Personalization (A/A)

PUBLICATION

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- Wang, X., **Liu, J.** (2021). A Research on the Platform-based Governance of Short Video Social Media: from the Perspective of Social Participation of Diverse Groups. *Southeast Communication*, 2021(10):40-43. (in Chinese)

WORKS IN PROGRESS

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- Liu, J.**, Ma, C., Wang, R. (under major revision). Amplifying Contention or Promoting Feminism? Topic Construction and Human-Bot Interaction on Twitter around the Overturning of Roe v. Wade. Submitted to *Computers in Human Behavior*.
- Liu, J.** (under minor revision). Virtual Presence, Real Connections: Exploring the Role of Parasocial Relationships in Virtual Idol Fan Community Participation. Submitted to *Global Media and China*.
- Dong, S., **Liu, J.**, Yu, M. (under review). Digital Unfriending in *Guanxi* Society: Influencing Factors of Selective Avoidance of Chinese WeChat Moments Users in Controversial Public Events. Submitted to *China Journalism and Communication Journal*. (in Chinese)
- Liu, J.**, Du, Q. When Algorithms Hide behind Avatars: Understanding Superficial Anthropomorphism and Limited Subjectivity of AI Job Interview Systems and Their Impact on User Experience. Submitted to the *74th Annual Conference of the International Communication Association (ICA)*.
- Liu, J.**, Dong, S. In A Competitive Society, You Do Not Have to View Peers as Competitors: The Role of Reciprocity in Information-sharing among China's Young Generation. Submitted to the *74th Annual Conference of the International Communication Association (ICA)*.

CONFERENCE PAPERS

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- Liu, J.**, Li, D., Chen, J. (2023). How Human Identity Transcends Machines: Techno-Ethics of Generative Artificial Intelligence from the Critical Cybernetics Perspective. Presented at the *2023 Media Culture Forum*, Shanghai, China. (in Chinese)
- Lin, H., **Liu, J.**, Guo, J. (2023). Trade Less Attention for Better Memory? An EEG Study on the Effect of Media Multitasking on Online Course Videos. Presented at the *2023 Annual Conference of the International Association for Media and Communication Research (IAMCR)*, online.

Dong, S., **Liu, J.**, Tian, Y., Yu, M. (2023). Influencing Factors of Selective Avoidance of Chinese WeChat Moments Users in Controversial Public Events: Interpersonal Needs, Emotional Perception and Digital Unfriending. Presented at the *2023 Annual Conference of the International Association for Media and Communication Research (IAMCR)*, online.

Liu, J., Ma, C., Wang, R. (2023). Social Bots' Role in U.S. Abortion Bill Discussion on Twitter: Topic Construction and Social Interaction. Presented at the *73rd Annual Conference of the International Communication Association (ICA)*, Toronto, Canada.

Liu, J. (2022). Chasing Stars in the Metaverse: A Research on the Influencing Factors of Parasocial Relationships with Virtual Idols. Presented at the *2022 Annual Conference of the International Association for Media and Communication Research (IAMCR)*, Beijing, China.

Wu, J., **Liu, J.** (2021). We Pay, We Share: Influencing Factors of Digital Knowledge Sharing Behaviors in Chinese Knowledge-paid Communities. Presented at the *2021 Annual Conference of Asian Network for Public Opinion Research and the Asia-Pacific Communication Alliance*, online.

Liu, J. (2021). A Delayed Gratification: How Chinese Middle-aged and Elderly Women Seek Emotional Compensation from Women Disguised as Men Short Videos. Accepted by the *105th Annual Conference of the National Communication Association (NCA)*.

Liu, J. (2021). The Influence of Chinese Students' Media Behavior on Political Identity in a Risk Society: An Empirical Study Based on Chinese Media Coverage of COVID-19 in U.S. Presented at the *Seminar on Public Opinion in Health Emergencies*, Sichuan, China. (in Chinese)

Liu, J. (2021). Visualization of Data Journalism of China's Mainstream Media in Public Health Emergencies: Taking the Data News Section of Xinhua Net as An Example. Presented at the *5th International Conference on Graphics, Images and Interactive Techniques*, online.

Liu, J., Chen, Z. (2020). Mutual Construction of Media Behavior and Environmental Concern Among College Students in Post-epidemic Situations: A Mediation Model Based on the New Ecological Paradigm. Presented at the *2020 China Applied Journalism and Communication Forum*, Beijing, China. (in Chinese)

RESEARCH EXPERIENCE

Project Leader

July 2023 - Present

Research Proposal: Enhancing Self-Efficacy of Individuals in Competitive Environments through **Avatar Customization**, advised by Prof. Rabindra Ratan

- Designed the research and wrote the proposal

Research Assistant, Tongji University

Mar. 2023 - Present

Project: Design of an Interactive WeChat Mini-program for Experiential Pregnancy Knowledge (project by the Ministry of Science and Technology of China), advised by Prof. Jingxi Chen

- Analyzed interview data from 155 healthcare professionals and expectant mothers
- **Designed the interface** of the mini-program
- Examined how **wearable devices** can connect with the mini-program and provide personalized recommendations based on quantified pregnancy health

Lead Experimenter, Shanghai Jiao Tong University

Apr. 2023 - May 2023

Research Paper: Trust in AI Job Interviews and Acceptance of AI Decision-making

- Conducted **AI job interview experiments** on 40 subjects
- Prepared the experimental materials, instructed participants during the experiments, and record participants' attitudes, expressions, movements, and interactions during the AI interview process

Research Assistant, Beijing Normal University

Apr. 2023

Project: Cross-cultural Learning in Immersive Virtual Reality, *advised by Prof. Qian Liu*

- Summarized encodings for experimental videos in **VR cross-cultural scenarios**

Project Member, Communication University of China

Oct. 2022 - Feb. 2023

Project: International Communication Effect of China, *advised by Prof. Xue Luo and Prof. Yannan Liu*

- Wrote literature review for the development of social bots, **social bot detection**, and the role of social bots in participating in public opinion

Research Assistant

Nov. 2022 - Jan. 2023

Research Paper: Sowing Division: The Unintended Consequences of Geographic Tagging on Social Media, *advised by Prof. Jennifer Pan and Leo Y. Yang*

- Assisted in the design of the research project
- Coded for over 21,150 Weibo posts to provide **content analysis** material

Project Leader, College Students' Innovation and Entrepreneurship Training Program

Nov. 2019 - June 2021

Project: Analysis of the Socialized Pension Model in Chinese State-Owned Enterprises

- Conducted three **field surveys**, interviewed more than 10 retirees in state-owned enterprises and their affiliated communities, and wrote the research report

GRANTS & SCHOLARSHIPS

2023 Michael Haley Travel Grant, 73rd ICA annual conference, \$1,250

2023&2022 Graduate Student Scholarship, Communication University of China, ¥16,000 (about \$2,180)

2023&2022&2021. Jingdong News Scholarship, Communication University of China, ¥9,000 (about \$1,635)

2021. Undergraduate National Scholarship, Ministry of Education of China, ¥8,000 (about \$1,090)

2020&2019. Outstanding students Scholarship, Communication University of China, ¥5,500 (about \$750)

SERVICE

Manuscript Reviewer, ICA & IAMCR

SOCIAL INVOLVEMENT

Social Innovation Competition, UN Women China

- Designed and implemented the *Super Dads* project to encourage Chinese fathers to participate in collaborative parenting

Elderly Assistance Volunteer Project, Tsinghua University

- Volunteered to teach seniors how to use smartphones

RESEARCH SKILLS & QUALIFICATION

Programming: Python (Basic)

Statistical Analysis: SPSS (Proficient), R (Basic)

Applications: Adobe Premiere Pro (Proficient), Adobe Photoshop (Proficient)

Certification: 2022 Stanford ICME Summer Workshops (courses: Introduction to Python, Machine learning, Deep learning, Natural language processing, Data privacy and ethics)